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APPARATUS FOR COLLECTING TV CHANNEL DATA AND MARKET RESEARCH DATA

An apparatus for collecting data for use in monitor system, wherein the apparatus is placed in each of a plurality of monitor's houses to collect data such as TV audience rating and market research data and the monitored data thus collected are sent to a data center through telephone circuits and are processed by a large computer to calculate desired data. The apparatus for collecting data comprises a channel detector for detecting the channel of a TV receiver that is being watched, a market research data input device, a personal data input device, and a data processing apparatus which stores and processes the data that are input. The detected channel data and a personal identification data are sent to the data processor via a commercial power distribution lines. The market research data are input by using a bar code reader and a keyboard efficiently without any predetermined procedure. The personal data is input by using an input device which utilizes infrared rays, and is easily identified by displaying a personal illustration.

